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National FFA Convention Generates \$40 Million of Economic Impact

LOUISVILLE, KY (October 23, 2013) – The blue corduroy jackets of the National FFA Convention will invade Louisville Oct. 30 – Nov. 2, bringing with them 55,000 attendees and generating \$40 million of economic impact for the city of Louisville and the state. This closed event will utilize all the space at the Kentucky Exposition Center, the Kentucky International Convention Center as well as the KFC Yum! Center. The national convention is returning to Louisville, which last hosted the convention from 1999-2005, and will alternate between Louisville and Indianapolis every three years.

Beyond the economic boon, the convention will make an impact in the Louisville community. FFA members will participate in the National Days of Service, an event where FFA chapters will perform more than 16,000 hours of community service in the local area. Charities benefiting include Brightside, Dare to Care, Kids Against Hunger, Louisville Nature Center, Louisville Zoo, Olmsted Parks, National Safe Place and YouthBuild.

The four-day FFA National Convention has a full slate of both educational and entertainment events. Country star Dierks Bentley will perform a special FFA-only concert and the World's Toughest Rodeo will compete before cheering crowds in Broadbent Arena. The convention will have nine general sessions and an exposition where FFA members will have the opportunity to meet with more than 450 exhibitors, including corporations, organizations and colleges. Throughout the week students will attend leadership workshops and tour local businesses, including Ford's Louisville Assembly Plant, Papa John's, Fort Knox and the Muhammad Ali Center.

The mission of FFA is to make a positive difference in the lives of students by developing their potential for leadership, personal growth and career success through agricultural education. For more information, visit <https://www.ffa.org>.

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One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of indoor space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 425,700 square feet and accommodates an amazing spectrum of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. Parking at the Kentucky Exposition Center is \$8 per vehicle. For more information, go online to www.kyexpo.org.